compound are made in a 96-well microtiter plate (Corning Costar 3695) using Solution 1. Following serial dilution each well has 50 μl of Solution 1. The reaction is started by adding 50 μl of solution 2 to each well. This may be done with a multichannel pipettor either manually or with automated liquid handling devices. The microtiter plate is then transferred to a microplate absorbance reader and multiple absorbance readings at 340 nm are taken for each well in a kinetic mode. The observed rate of change, which is proportional to the ATPase rate, is then plotted as a function of the compound concentration. For a standard IC_{50} determination the data acquired is fit by the following four parameter equation using a nonlinear fitting program (e.g., Grafit 4):

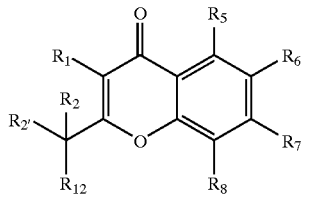
$$y = \frac{\text{Range}}{1 + \left(\frac{x}{IC_{50}}\right)^{s}} + \text{Background}$$

where y is the observed rate and x is the compound concentration.

1-67. (canceled)

68. A method for the treatment of a cellular proliferative disease comprising administering to a subject in need thereof a pharmaceutical composition comprising a compound having the structure:

Formula I



and pharmaceutically acceptable salts, solvates, chelates, non-covalent complexes, prodrugs, and mixtures thereof, wherein:

R_1 is chosen from optionally substituted aryl-C_1-C_4-alkyl- and optionally substituted heteroaryl-C_1-C_4-alkyl-;

R_2 and $R_{2'}$ are independently chosen from hydrogen, optionally substituted alkyl-, optionally substituted alkoxy, optionally substituted aryl-, optionally substituted aralkyl-, optionally substituted heteroaryl-, and optionally substituted heteroaralkyl; or R_2 and $R_{2'}$ taken together form an optionally substituted 3- to 7-membered ring;

R_{12} is selected from the group consisting of optionally substituted imidazolyl, optionally substituted imidazolinyl, —NHR_4; —$N(R_4)(COR_3)$; —$N(R_4)(SO_2R_{3a})$; and —$N(R_4)(CH_2R_{3b})$;

R_3 is chosen from hydrogen, optionally substituted alkyl-, optionally substituted aryl-, optionally substituted aralkyl-, optionally substituted heteroaryl-, optionally substituted heteroaralkyl-, $R_{15}O$— and R_{17}—NH—;

R_{3a} is chosen from optionally substituted alkyl-, optionally substituted aryl-, optionally substituted aralkyl-, optionally substituted heteroaryl-, optionally substituted heteroaralkyl-, and R_{17}—NH—;

R_{3b} is chosen from hydrogen, optionally substituted alkyl-, optionally substituted aryl-, optionally substituted aralkyl-, optionally substituted heteroaryl-, and optionally substituted heteroaralkyl;

R_4 is chosen from hydrogen, optionally substituted alkyl-, optionally substituted aryl-, optionally substituted aralkyl-, optionally substituted hetercyclyl-, and optionally substituted heteroaralkyl-;

R_5, R_6, R_7 and R_8 are independently chosen from hydrogen, acyl, optionally substituted alkyl-, optionally substituted alkoxy, halogen, hydroxyl, nitro, cyano, dialkylamino, alkylsulfonyl-, alkylsulfonamido-, alkylthio-, carboxyalkyl-, carboxamido-, aminocarbonyl-, optionally substituted aryl and optionally substituted heteroaryl; and

R_{15} is chosen from optionally substituted alkyl-, optionally substituted aryl-, optionally substituted aralkyl-, optionally substituted heteroaryl-, and optionally substituted heteroaralkyl-,

R_{17} is hydrogen, optionally substituted alkyl-, optionally substituted aryl-, optionally substituted aralkyl-, optionally substituted heteroaryl-, or optionally substituted heteroaralkyl-, including single stereoisomers, mixtures of stereoisomers.

69. A method according to claim 68, wherein if either R_2 or $R_{2'}$ is hydrogen, then the other is not hydrogen.

70. A method according to claim 68 wherein R_5, R_6, R_7 and R_8 are each independently selected from hydrogen, amino, alkylamino, hydroxyl, halogen, C_1-C_4 alkyl, C_1-C_4 haloalkyl, C_1-C_4 alkoxy, C_1-C_4 haloalkoxy and cyano.

71. A method according to claim 70, wherein R_5, R_6, R_7 and R_8 are each independently selected from hydrogen, cyano, methoxy, and halogen.

72. A method according to claim 71, wherein R_5, R_6, and R_8 are each hydrogen and R_7 is cyano, methoxy or halogen.

73. A method according to claim 68 or 69, wherein R_2 is optionally substituted C_1-C_4 alkyl and R_2 is hydrogen or optionally substituted C_1-C_4 alkyl.

74. A method according to claim 73, wherein $R_{2'}$ is hydrogen and R_2 is optionally substituted C_1-C_4 alkyl.

75. A method according to claim 74, wherein $R_{2'}$ is hydrogen and R_2 is ethyl or propyl.

76. A method according to claim 75, wherein R_2 is i-propyl.

77. A method according to claim 68, wherein R_1 is optionally substituted phenyl-C_1-C_4-alkyl- and optionally substituted naphthalenylmethyl.

78. A method according to claim 68, wherein R_1 is benzyl, chlorobenzyl, methylbenzyl, methoxybenzyl, cyanobenzyl, hydroxybenzyl, dichlorobenzyl, dimethoxybenzyl, or naphthalenylmethyl.

79. A method according to claim 78, wherein R_1 is benzyl-, cyanobenzyl-, methoxybenzyl-, or naphthalenylmethyl.

80. A method according to claim 79, wherein R_1 is benzyl.

81. A method according to claim 68, wherein R_{12} is —$N(R_4)(COR_3)$ and R_3 is selected from optionally substituted alkyl-, optionally substituted aralkyl-, optionally sub-